

Sherman

DISPLAY GUIDE

1943



IMPORTANT—SAVE THIS GUIDE!

Wartime shortages may prevent the publishing of another general catalog again this year. Save this guide... it covers important display materials for year-around use! Seasonable materials for Fall and Christmas will be brought to you in a special supplement to be issued at opening of those seasons.

IN TWO SECTIONS

In This
Section

"ECONOMY-PLUS"
MATERIALS
for Year-Around
Display Use

In Other
Section

SEASONABLE
SPECIALTIES
Shown in
True Colors

8-FOOT Style-Curve



Two distinguished display hits, each 8 feet high! Each is made of heavy fiber board that gives strength and permanence. 8-Foot GIANT-CURVE, with 4" precision-molded flutes, is the top choice for fine displays. And now a new member, 8-Foot STYLE-CURVE, joins it in popularity! It has the same great height and strength of Giant-Curve, plus a new, stylish surface . . . bold, 2" inverted flutings. Both are available in 9½-foot continuous rolls . . . are perfect for windows and interiors that require tall, graceful backgrounds . . . with Style-Curve also available in the versatile 36" panel width. Both are self-standing . . . roll quickly and easily into place, saving precious time and labor. For style, speed and beauty try the 8-foot display hits—GIANT-CURVE and STYLE-Curve.

8-FOOT Giant-Curve



2 Great Display Leaders

SENSATIONAL FOR BEAUTY AND TIME SAVING

8-FOOT GIANT CURVE—4" precision-molded flutings. Continuous rolls 9½ feet long.

GC901 White	GC908 Nile Green	GC914 Flame Red
GC905 Light Blue	GC909 Emerald Green	GC915 Antique Ivory
GC906 Napoleon Blue	GC911 Canary Yellow	GC933 Cloud-Tone
	GC912 Goldenrod	

Price per 8' x 9½' roll \$8.50

8-FOOT STYLE CURVE—2" inverted flutings. 36" panel widths and continuous rolls 9½ feet long.

8' HIGH BY 36" WIDE: 951 White	\$3.25
8' HIGH BY 9' LONG: 961 White	\$9.75
971 Frosted White	\$4.25
981 Frosted White	\$12.75

YEAR-ROUND FROSTEDS—Sparkling glamour for cooling summer settings and wintry cold-weather displays. Precision-molded 4" flutings.

FGC901 Frosted Snow White	FGC906 Frosted Napoleon Blue
FGC914 Frosted Christmas Red	

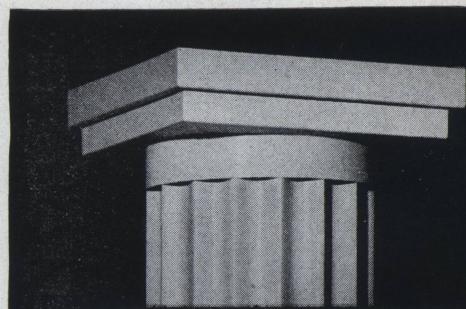
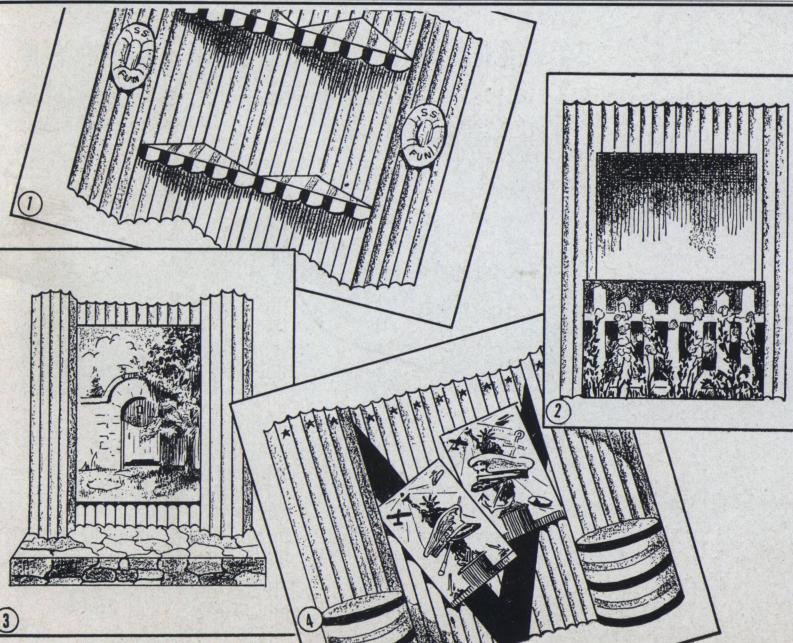
Price per 8' x 9½' roll \$11.50

SEASONABLE TWO-TONES—Smart displays need smart backgrounds and special color effects. Use these specially styled color combinations with deep-toned stripings that blend into lighter tones. 4" precision-molded flutings.

PGC901 Arctic-Crystal Blue	PGC911 Two-Toned Yellow
PGC903 Two-Toned Rose	PGC912 Golden-Harvest
PGC905 Two-Toned Blue	PGC915 Russet-Autumn
PGC908 Two-Toned Green	

Price per 8' x 9½' roll \$11.50

DISPLAY IDEAS: (1) Giant-Curve or Style-Curve used for vacation display setting, quickly curved to provide two or more alcoves, with Awning design for shelving and overhead. (2) Style-Curve or Giant-Curve to frame a shadow box. Garden Fence continuous design at bottom. (3) Style-Curve or Giant-Curve used to provide beautiful settings for Blossom Gateway Photo Mural. Stonewall continuous roll design used for flooring and platforms. (4) Style-Curve or Giant-Curve used for background of window or interior display, to enhance display panels and provide patriotic theme, Corrodek used for "V" and Patriotic Corrodek for covering giant pedestals.



**MAKE CLASSIC COLUMNS
WITH THESE BEAUTIFUL**

DORIC CAPS

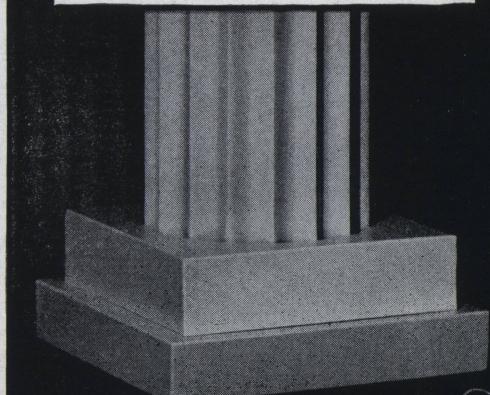
Sturdy columns in the classic Greco-Roman manner are quickly made by using these well styled caps together with Nu-Curve, Giant-Curve or Style-Curve. They look like plaster or wood formed units, with soft, satiny finish that can be used in natural white or air-brushed to match special colors. Make columns up to 8½' high. Caps have simplified one-piece construction with both inner and outer sections in one piece. Can be used over and over again. Two sizes, two types. Sold in complete sets, including 1 top and 1 bottom cap unit:

DC-1201 DORIC CAPS: For use with Nu-Curve or Style-Curve to make 12" diameter columns. Per set \$2.25

DC-1202 DORIC CAPS: A new, simplified design, with single step on top cap, and without inner sections. For use with Style-Curve. Make 12" diameter columns. (Sold only in cartons containing 2 sets.) Per set \$2.25

DC-1601 DORIC CAPS: For use with Giant-Curve to make 16" diameter columns. Per set \$3.95

Photograph shows Doric Caps used with new 8-foot STYLE-CURVE. Note the grace of the new 2" inverted flutings.



Corrodek

NEWLY IMPROVED for GREATER VALUE



Now, new improvements in manufacturing processes, paper and adhesives make Corrodek the ideal material for wartime displays. It is rigid, non-sagging . . . makes smooth settings. Its color goes through and through, for greater permanence. It's so durable that displays will stay attractive for longer periods. Easy to use . . . a man-saver for overworked staffs!

CHECK THESE ADVANTAGES:

THE IDEAL CONSTRUCTION MATERIAL—

Corrodek rolls freely around walls, posts, and other display structures. And by scoring, or "cross-cutting," the tops of corrugations, it can be made into fully rigid panels to stand erect with corrugations horizontal.

THREE-DIMENSIONAL EFFECTS — a wide, beautiful range of tonal effects from highlights to shadows.

EXTRA HEIGHT

EXTRA STRENGTH to support its great height.

UNIFORM CORRUGATIONS

NO FINGER MARKINGS to mar beauty.

BEATER COLORED—not surfaced dyed.

COMPLETE RANGE OF COLORS

CUTTING GUIDES SAVE TIME The back of each roll has handy half-inch and inch guide lines that eliminate measuring, and make accurate cutting easy. Two sizes of scallops are also marked on the back.

SPARKLING FROSTED DESIGN

The sparkle of countless tiny stars . . . the brilliance of flashing diamonds . . . that's what Corrodek brings you in its frosted design. Shiny crystal flakes are sprayed over the surface, covering both hills and valleys in the corrugations. Make your windows sparkle with frosted Corrodek!



FLAMEPROOF CORRODEK

For hotels, public auditoriums and other places where rigid city regulations demand a flameproof material. Flameproof Corrodek will not support combustion. If ignited, it will go out immediately. Has all the advantages of regular Corrodek.

9 POPULAR COLORS

FP-401 White	FP-409 Emerald Green
FP-405 Light Blue	FP-411 Canary Yellow
FP-406 Napoleon Blue	FP-413 Orange
FP-408 Nile Green	FP-414 Flame Red
FP-415 Antique Ivory	
Price per 48" x 25' roll	\$2.95

The quick, safe and economical dim-out and black-out material for stores, offices, factories and homes. Soft-white corrugated inside . . . dull black outside, providing a smooth surface to prevent light leaks. Made of special, heavy stock for long, trouble-free use.

Standard Rolls	Per Roll	Jumbo Rolls	Per Roll
30" x 25'	\$2.00	30" x 250'	\$16.00
36" x 25'	2.25	36" x 250'	19.00
60" x 20'	3.00	60" x 200'	25.00

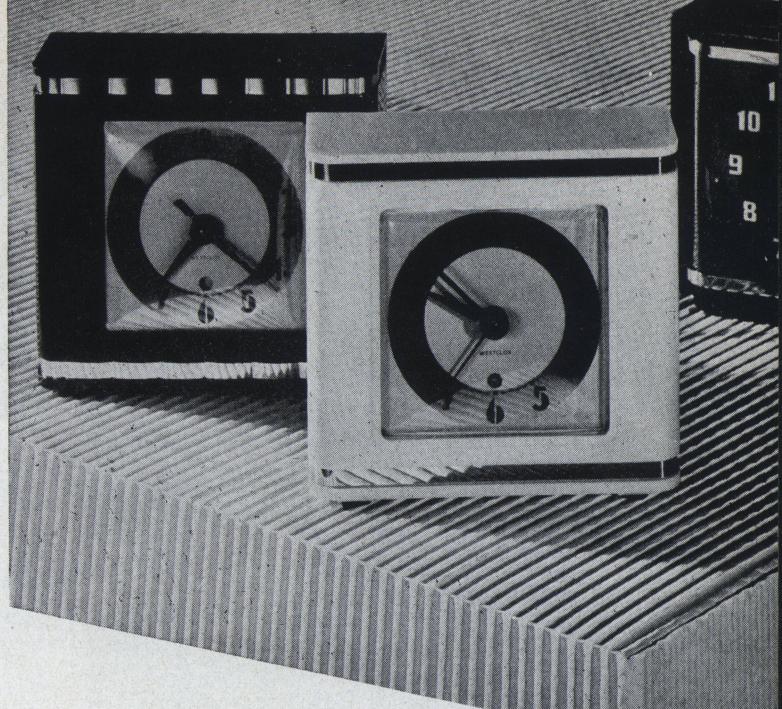
72" NU-TRIM

THE FLEXIBLE CORRUGATED THAT WILL NOT CRUSH

Nu-Trim offers brilliant colors plus flexibility and non-crushability! Folds, creases and bends around corners and sharp edges without breaking. It has the rigidity of corrugated for columns, wall coverings and panels. Novelty decorative effect. Ideal for floorings.

101 White 105 Light Blue 106 Napoleon Blue
 108 Nile Green 109 Emerald Green 111 Canary Yellow
 114 Flame Red 115 Antique Ivory

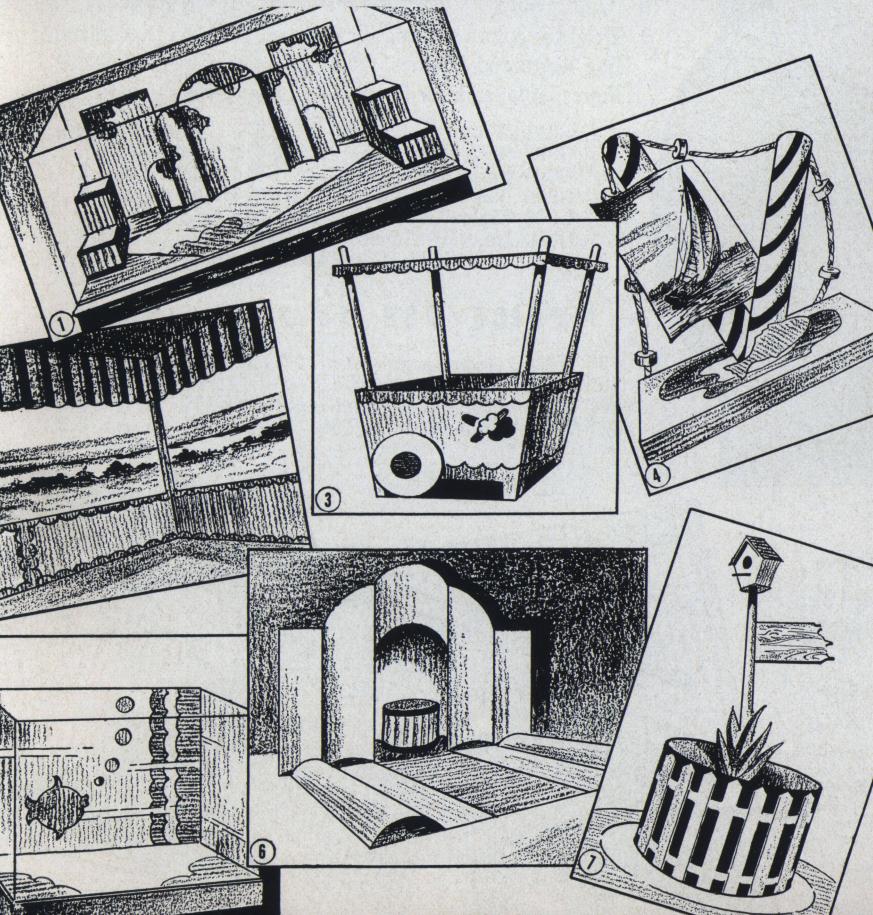
Per 25' roll: 72" wide . . . \$3.95 48" wide . . . \$2.75



METALLIC CORRODEK

Use Metallic Corrodek for brilliant displays! Uniform corrugations . . . 3-dimensional beauty . . . no "finger markings." White bond backing. Per roll 26" x 25':

M431 Silver \$3.95 M432 Gold \$4.75



Corrodek tops the list for all-around usability! It's flexible, yet rigid . . . rolls around display properties . . . columns and backgrounds . . . self-standing, will not sag. Can be easily cut with shears, yet used like heavy fibre board. Here are a few of its great many uses: (1) Used in showcase for background and display stand, for flooring and for step pedestals. (2) For bottom, background and for scalloped edging, with Ocean Waves design and Awnings at top. (3) For covering and cut-out trimmings on an island selling display. (4) For covering platforms, for cut-out flooring, with alternate stripes on the posts. Sailing Boat Photo Mural provides display theme. (5) For background, flooring and cut-out design inside showcase. (6) For display set, with shadow box and pedestal. Novelty flooring easily made of Corrodek, curved over semi-circular support. (7) For island display and sign-post, with cut-out picket fence.

6-Ft. NU-CURVE

*Classic Beauty
with Modern Speed*



The beauty of a classic art treasure . . . plus the sturdy construction that permits faster installation and longer lasting displays . . . that's Nu-Curve!

Looks like a column from a Grecian Temple . . . with classic styling that gives charm and dignity to displays! Big, sturdy 1" flutings with the beauty of expensive wood or plaster forms . . . plus the economy and handling ease of a paper-board material.

Extra, 6-foot height provides taller displays without splicing. Cuts and folds without cracking . . . will not buckle or sag.

72" SATIN FINISH NU-CURVE

Combines extra height with a satiny, non-reflecting finish. . . . both prime requirements for backgrounds.

801 White	811 Canary Yellow
805 Light Blue	812 Goldenrod
806 Napoleon Blue	814 Flame Red
808 Nile Green	815 Antique Ivory
809 Emerald Green	831 Silver
	833 Cloud Tone

48" GLOSS NU-CURVE

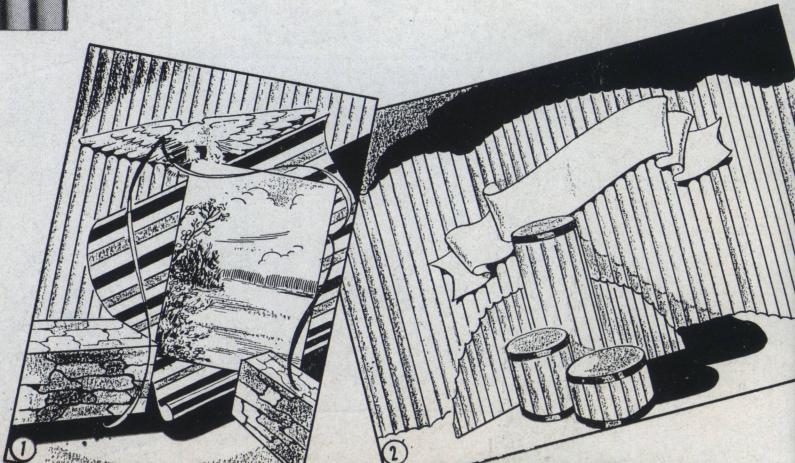
Brighter colors and highly polished surfaces that glisten like lacquered finishes! Ideal for color accents and brilliant displays. Same flutings and heavy weight as in 72".

G801 White	G811 Canary Yellow
G803 Shell Pink	G812 Goldenrod
G805 Light Blue	G814 Carmen Red
G806 Napoleon Blue	G815 Antique Ivory
G808 Light Green	G831 Silver
G809 Emerald Green	G832 Gold
	833 Cloud Tone (Satin)

PRICE PER 15-FOOT ROLL

72" White, colors, cloud-tone, 72" x 15'	\$4.95
72" Silver, 72" x 15'	5.95
48" Gloss white, colors, cloud-tone, 48" x 15'	3.25
48" Silver and gold, 48" x 15'	4.00

DISPLAY IDEAS: (Near right) Nu-Curve used for background of Patriotic setting, with American Photo Mural scene providing theme for "This Is Worth Fighting For" display. Eagle cut from Seamless Paper. Patriotic Corrugated for background plaques. Stonewall for platforms. (Far right) Nu-Curve used for gracefully curving background sets, for cut-out center wings and for pedestals. Seamless Paper used for message scroll.



SEAMLESS PAPER

The Quick Way to New Tall Backgrounds

107" & 84 1/2"

DE LUXE SEAMLESS PAPER

When time is short and helpers few, call for Seamless Paper. It's the quickest way to cover backgrounds . . . big enough for the tallest windows, with extra strength to support its great height! A soft mat finish provides a glorious background in a great variety of colors. Ideal for all display art techniques, for poster color, spray gun, chalk or crayon.

*S1001 Bone White	S1011 Forsythia Yellow
S1002 Black	†S1013 Tango Orange
†S1025 Light Gray	S1014 Flame Red
†*S1026 Cloud Gray	†*S1020 India
†S1005 Morning Glory Blue	†*S1021 Buff
†S1006 Christmas Eve Blue	S1022 Harvest
*S1008 Light Green	†S1023 Terra Cotta
†S1009 Light Emerald Green	†S1024 Colonial Copper
†S1027 Persian Lime	†S1018 Mocha Brown
†S1010 Christmas Green	S1029 Robin's Egg Blue

†Not available in 84 1/2" rolls.

		Price per roll
		107" 84 1/2"
Pale Colors (Marked*)	12 yds.	\$6.00 \$4.75
Pale Colors (Marked*)	50 yds.	22.50 19.50
All other colors	12 yds.	7.75 5.75
All other colors	50 yds.	30.50 23.50



DISPLAY IDEAS: (Below, left to right) (1) Seamless Paper used to cover background and cut-out for shadow box treatment. (2) Seamless Paper used as background frame for Blossom Gateway Photo Mural. Cut-outs around display scene provide three-dimensional effect. (3) Seamless Paper used for cut-outs to represent organ pipes and Gothic Church entrance. This display treatment suggested by selection of Calla Lily panel for theme center. (4) Seamless Paper used for giant mat to frame one of the "Twin Summer Scenes." Suggestion shows how Photo Mural can be cut in circular shape for unusual display effect. Style-Curve used at sides.



73" & 36" STANDARD SEAMLESS PAPER

The same soft mat finish as 107", ideally suited for all display art techniques. Meets the need for backgroundsthat do not require the height or strength of DeLuxe Seamless.

S201 White	S208 Nile Green
S202 Black	S209 Emerald Green
S205 Light Blue	S211 Canary Yellow
S206 Napoleon Blue	S214 Flame Red
S215 Antique Ivory	

Roll Size	Price per roll	73"	36"
12 yards		\$2.25	
50 yards		6.75	3.25

Fibercote

LEATHERETTES • WOODGRAINS

Whether you want a beautifully embossed leatherette in jewel-like colors, or realistic woodgrains, you'll find your choice in Fibercote. It's sturdy, long wearing for every covering need . . . economical . . . waterproof . . . washable . . . greaseproof . . . resistant to practically all stains. Colors are non-fading, even under direct sunlight. It's easy to use . . . marked on the back with one-inch and one-half-inch guide lines for accurate cutting, and with 2 sizes of scallops for convenience in cutting this often-used design.

THE BEST COVERING FOR LONG WEAR

For counters, shelves, and other selling surfaces that need attractive coverings and must withstand hard usage, use FIBERCOTE. It provides frequent changes of color, and can be washed to remove dirt and grime.

RICH-LOOKING DISPLAY EFFECTS

The quick way to beautiful background and display properties. Authentic grained leatherettes, realistic woodgrains . . . all so good that they look like the real thing . . . both of heavy fiber stock that won't sag or wrinkle.

EXTRA WIDE 50" ROLLS

Cover a 48" panel without lamination or fussing . . . simply wrap FIBERCOTE around the panel and fasten in back. Permits easy re-use of both panel and FIBERCOTE.

5 WASHABLE WOODGRAINS

They look like real wood because they are manufactured with the accuracy of photographic reproduction. Colors are true to type, processed with durable lacquers. The photographs at the right, (shown one quarter actual size) suggest the beauty and realism of these woodgrains.

931 Oak	934 Parquet Blond
932 Walnut	936 Birdseye Maple
938 Knotty Pine	

Rolls 50" wide by 24' long. Price per roll \$2.25

12 WASHABLE LEATHERETTES

They are hard to tell from real leather! Beautiful colors range from soft ivory and pastels to brilliant deep colors. All are made with a heavy, oil-enamelled surface, baked on for a greater permanence, so flexible that they will not crack when folded or bent. The photograph above shows the beauty of the deep embossing which makes Leatherette so effective.

902 Black	908 Light Green	913 Orange
905 Light Blue	909 Dark Green	914 Red
906 Napoleon Blue	910 Jade Green	915 Antique Ivory
907 National Blue	911 Canary Yellow	916 Sepia

Rolls 50" wide by 24' long (100 square feet). Price per roll \$1.75

Fibercote items can be supplied only until present stocks are exhausted.



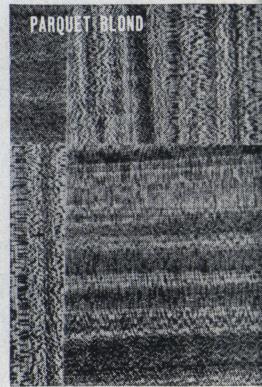
OAK



BIRDSEYE MAPLE



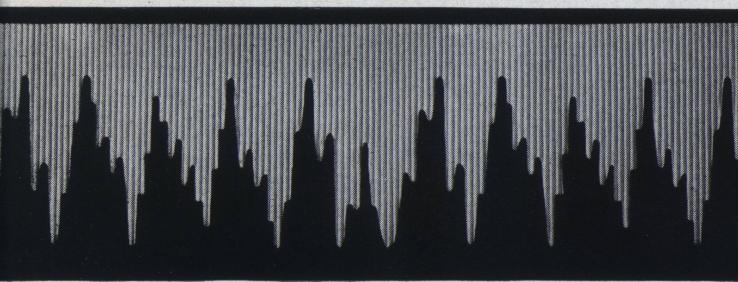
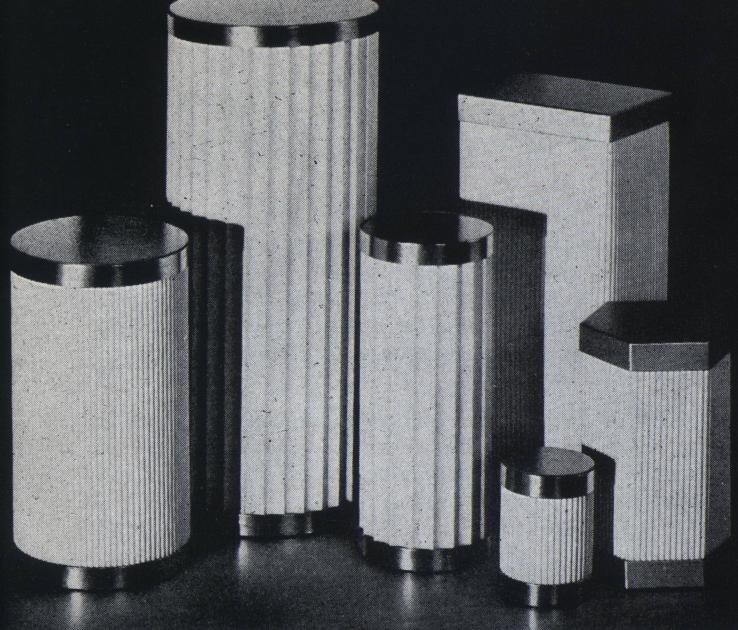
KNOTTY PINE



PARQUET BLOND



WALNUT



FROSTED ICICLES WITH GENUINE MICA CRYSTALS

Here's glistening brilliance for cool summer displays or for icy winter settings! Die-cut from corrugated, with sparkling flakes of mica on white paper background. Also in plain white.

9 $\frac{3}{4}$ " x 25' S632 Frosted White **\$1.00** S633 Plain White **.75**
4 $\frac{1}{2}$ " x 25' S635 Plain White **.45**



METALLIC DIE-CUT STARS

Star get attention! And these are the best stars to use, with a reflective, metallic brilliance. Die-cut from Nu-Trim silver:

S-670 3 $\frac{1}{4}$ " **.50** S-671 4 $\frac{1}{2}$ " **.75** S-672 6" **\$1.00**
 S-673 8" . . **\$1.50** S-674 12" . . **\$2.50**

NU-EDGE TRIMMING

Every picture needs a frame . . . every display also needs a frame. Nu-Edge is smart, economical and easy to use. For use around show-cases, on shelves, over seams or joints, in window bases and many other places that need a gay touch.

Uniform corrugations with 3-dimensional beauty and double "pinked" edges.

Per roll 2 $\frac{3}{4}$ " x 25':

White and colors . . . **.40** Silver, Gold . . **.75**

Accessories

THE DISPLAYMAN'S BEST FRIEND



PEDESTAL CAPS

The best, quickest, and most economical way to make merchandise stands. Use with corrugated to make pedestals and columns of varying widths and heights. Or use to make ledges, shelves, or horizontal rolls for merchandise displays.

Rugged construction and simple design save time in installation and assure long wear. Pedestal caps can be used over and over again.

They're economical . . . keep an assortment of sizes and shapes on hand and be ready for any need.

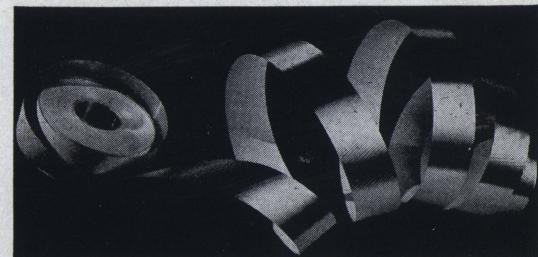
FOR CORRODEK AND NU-TRIM

	Silver	Gold	Price per Dozen Sets
4" round	RC4431	RC4432	\$1.10
6" round	RC6431	RC6432	1.50
8" round	RC8431	RC8432	2.00
4 x 6 x 1 $\frac{1}{4}$ "	OC46431	OC46432	1.45
6 x 8 x 1 $\frac{1}{4}$ "	OC68431	OC68432	1.95
6" Hexagonal	HC6431	HC6432	1.75

FOR NU-CURVE

	Silver	White	Price per Dozen Sets
6" round	RC6831	RC6801	\$1.60
8" round	RC8831	RC8801	2.20
10" round	RC10831	RC10801	3.00

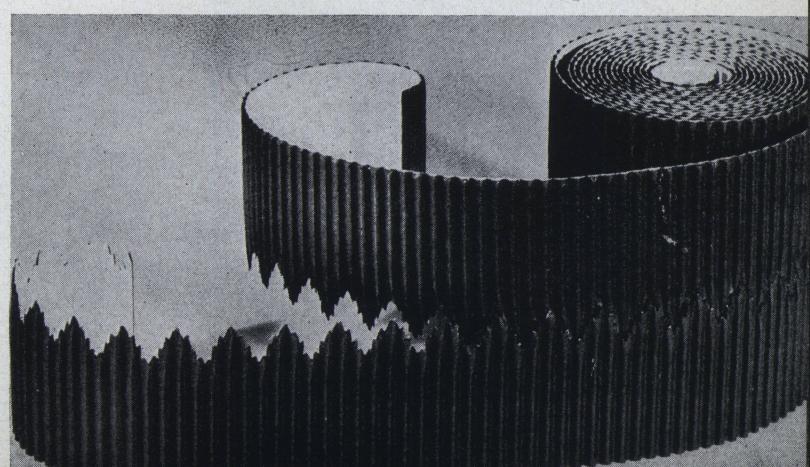
See page 3 for information on Doric Caps.



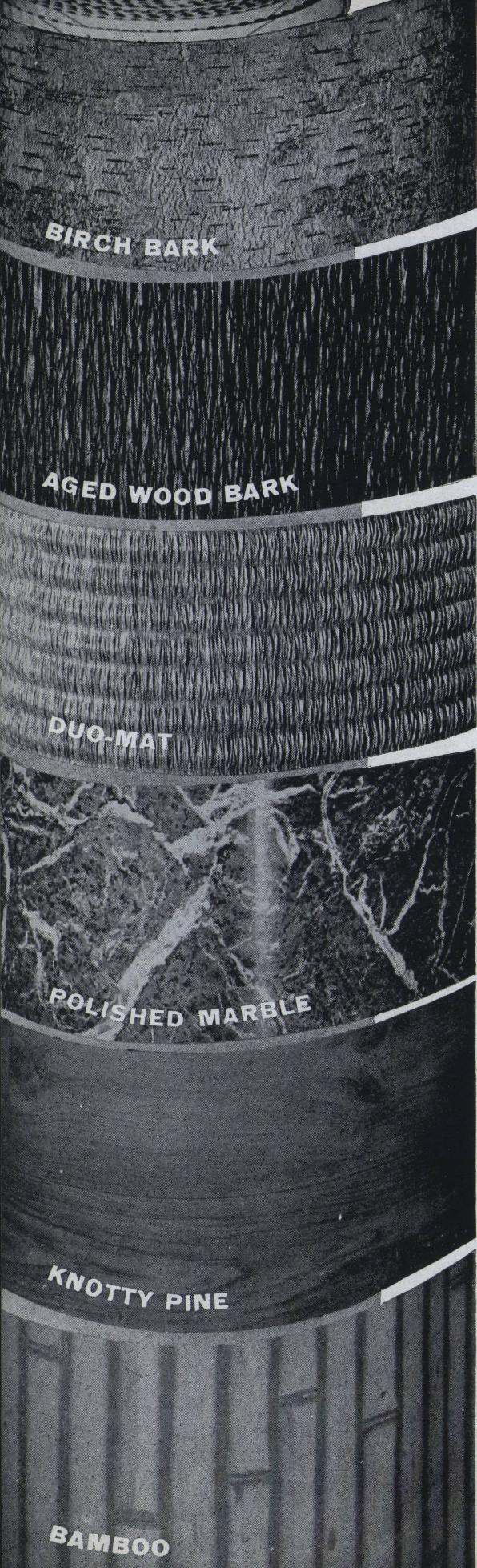
EMBOSSING METALLIC BORDER

Transforms rough edges into finished borders. Easy to use. The ideal way to cover seams. Metallic surface with deep-ribbed embossing. Has heavy paper backing. Rolls 100 feet long.

S676 1"	Silver85	S681 1 $\frac{1}{2}$ " Gold . . .	\$1.15
S680 1"	Gold85	S678 2 $\frac{1}{2}$ " Silver . .	1.85
S677 1 $\frac{1}{2}$ "	Silver . . .	1.15	S682 2 $\frac{1}{2}$ " Gold . . .	1.85



Save Time —



WHITE BIRCH BARK The loveliest of wood barks' this birch is processed by gravure in nature's patterns of white, gray and black tones. Corrugated, rolls easily into trunk and stump pedestals. Continuous rolls.

S-611 White Birch Bark: 40" x 20'. Per roll \$3.95

SS-611 White Birch Bark (without corrugated backing). 40" x 20'. Price per roll \$2.95

AGED BARK Deep, rich browns and blacks in a heavily creped kraft make a display material that looks like real tree bark . . . particularly when rolled into stump and trunk form. Continuous rolls.

S-613 Aged Bark: 60" x 15'. Per roll \$4.75

DUO-MAT A serviceable, dual-purpose display material in three reversible colors: For grass, straw or sand; for brilliant Fall displays; for snow and winter settings. Giant-creping and reed-like cross rib. Waterproof.

S-614 Goldenrod-Brown

S-617 Green-Sand

S-618 White-Natural

DUO-MAT: 48" x 20'. Per roll \$3.45

MARBLE This natural marble with softly polished surface is processed by gravure, insuring photographic accuracy. Perfect for school or formal displays. Quickly installed. Rolls 40" x 20'. Green.

S-616 Marble (corrugated back). Per roll \$3.95

SS-616 Marble (uncorrugated). Per roll 2.95

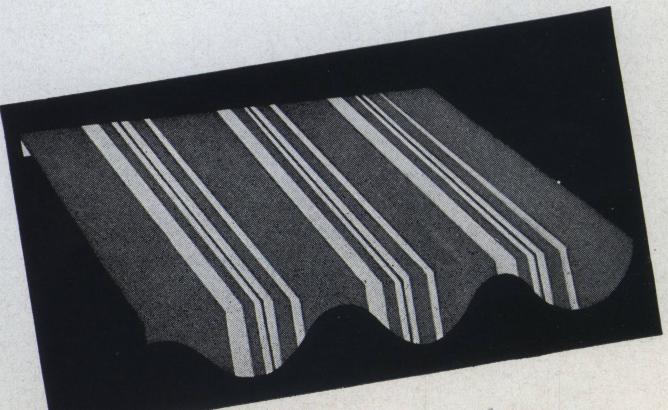
KNOTTY PINE With a satiny wood finish, this material follows exactly the detail of the popular knotty pine design. Processed by gravure.

SS-638 Knotty Pne: Continuous rolls 40" x 20'. Price per roll \$2.95

BAMBOO This continuous roll design, with its soft sheen of natural bamboo finish, is the natural way to glamorous settings and interior trims. Corrugated backing for quick installation.

S-683 Bamboo: Continuous rolls 60" x 15'. Per roll \$3.95

AWNINGS Here are awnings in the newest vogue, to lend a gay and colorful touch to both window and interior displays. Smart and brilliant, they are die-cut, ready for instant use, with scored flaps for easy installation. Scored flap at back permits concealed tacking. In three sizes and four bright color combinations. All have corrugated backing to give rigidity . . . require no support, except concealed tacking. See opposite page for prices,



BUY DISPLAY "PROPS" IN ROLLS

REVERSIBLE LATTICE Die-cut from heavy white Nu-Craft board, with green corrugated backing . . . use either side. Use horizontally or vertically, in single or double strips, as a valance, diagonally or spirally. Especially effective when used as a background with flowers entwined through it.

S-32 Reversible Lattice: 10 $\frac{3}{4}$ " x 25'. Price . . . \$1.45

PICKET FENCE The quick way to produce that realistic outdoor atmosphere for the garden scenes that are so effective in displaying merchandise. Picket points can be clipped off to form a trellis, or two sections can be joined together to form a high gate. Die-cut from white Nu-Craft, corrugated back.

S-23 Picket Fence: 20" x 20'. Per roll . . . \$2.45

STONEWALL This Stonewall design is accurate in color and detail . . . the finishing touch for country displays. It's a necessity for those many displays that need a rustic, outdoor atmosphere. Processed in olive-gray, brown gray, purple and white on Tone-Craft, with corrugated backing.

S-640 Stonewall: Continuous rolls 40" x 20'. Price per roll \$3.95

CHESTNUT FENCE The smart accessory for outdoor displays is this realistic chestnut fencing like that usually seen around exclusive suburban estates. It's printed in two shades of brown on Sand Tone-Craft with corrugated backing.

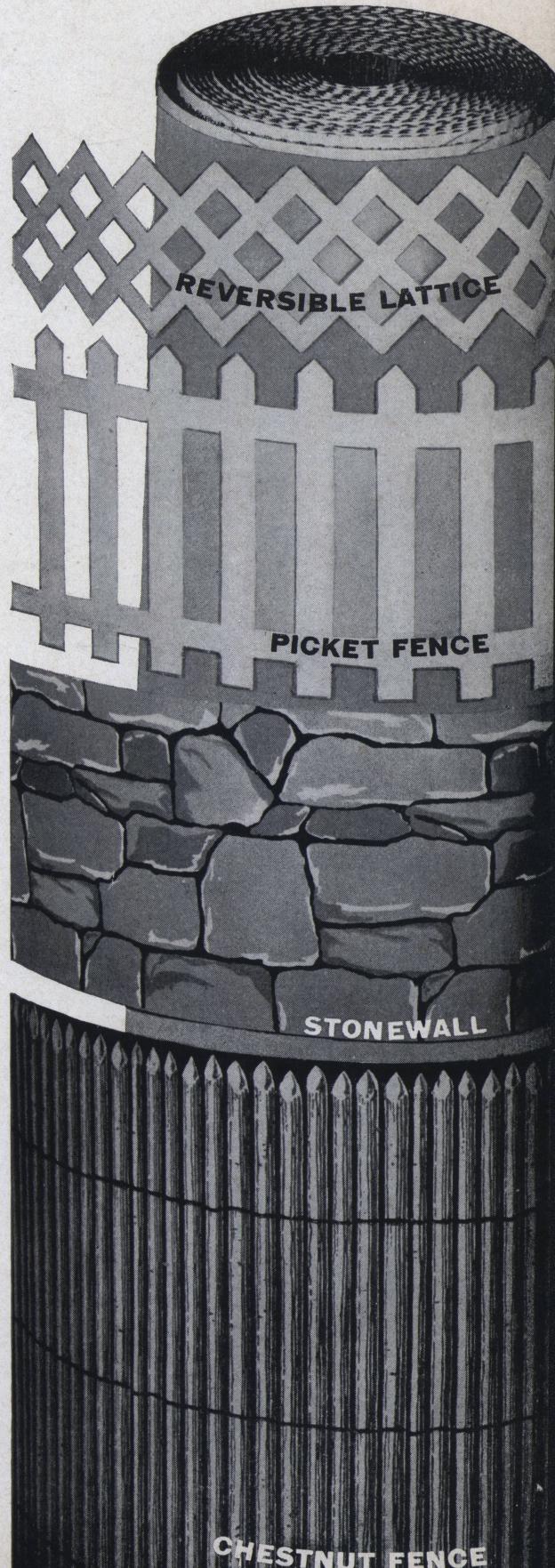
S-661 Chestnut Fence: Continuous rolls 60" x 15'. Price per roll \$4.45

TWO-TONED AWNING: Modern two-toned styling . . . stripes of the deep, full color alternating with soft shades of the same color. (Illustrated at bottom left.) On NuCraft, with corrugated backing. 12" x 20'. With die-cut scallops.

TWO-TONED AWNING: 12" x 20'. With die-cut scallops. S651G Green, S651R Red, S651B Blue. Per roll . . . \$1.25

TWO-TONED AWNING: 24" x 20'. With die-cut scallops. S652G Green, S652R Red, S652B Blue. Per roll . . . \$2.25

S-21 TONE-CRAFT AWNING: Multi-Color awning. Green, orange, and black stripes on white Tone-Craft with printed scallops. (Illustrated below) 20" x 20'. Per roll . . . \$2.75



Ideas

BUILD BUSINESS FOR TODAY AND TOMORROW



Tomorrow's leaders are being made today . . . tomorrow's profits are a-building now!

Shoppers of tomorrow, like shoppers of today, will do their buying at the stores that are most progressive. And progressive stores know that good displays are the most economical way to build and to maintain their reputation for leadership!

Step ahead with the leaders by keeping your windows colorful and attractive . . . it's easy when you follow the ideas brought to you in this Display Guide. Let a Sherman display panel help you in your planning . . . "well begun is half done." Then follow through with one of the smart colored corrugateds for backgrounds, pedestals and other merchandise display units. In a jiffy you will have an entirely new window that will attract attention, bring shoppers in to buy, and help to build a reputation for progressive merchandising.

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See Other Section for Seasonable Specialties